



KTVI
2250 Ball Drive
St. Louis, MO 63146
(314)213-2222

CONTRACT

Contract / Revision 581791 /		Alt Order # 09837449
Product NRCC IE 2012		
Contract Dates 10/18/12 - 10/25/12		Estimate # 3314
Advertiser National Republican Congressional Committee		Original Date / Revision 10/08/12 / 10/08/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KTVI	Account Executive Jared Salles	Sales Office Washington DC
Special Handling Do Not Mail		
Demographic Adults 35+		
		Total Ratings 105.40
IDB# 8380	Advertiser Code 155	Product Code 426
Agency Ref		Advertiser Ref

And:

National Media Research Planning & Placement
815 Slaters Lane
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	2	10/22/12	10/22/12	530a-6a	530a-6a		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1	\$1,000.00	3.60			
N 2	2	10/24/12	10/24/12	530a-6a	530a-6a		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----				1	\$1,000.00	3.60			
N 3	2	10/25/12	10/25/12	530a-6a	530a-6a		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1	\$1,000.00	3.60			
N 4	2	10/19/12	10/19/12	Fox 2 Morning News	7A-730A		:30				NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--				1	\$1,400.00	4.80			
N 5	2	10/22/12	10/22/12	Fox 2 News at 7 am	7A-730A		:30				NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1	\$1,400.00	4.80			
N 6	2	10/23/12	10/23/12	Fox 2 Morning News	7A-730A		:30				NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$1,400.00	4.80			
N 7	2	10/24/12	10/24/12	Fox 2 Morning News	7A-730A		:30				NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----				1	\$1,400.00	4.80			
N 8	2	10/25/12	10/25/12	Fox 2 News at 7 am	7A-730A		:30				NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1	\$1,400.00	4.80			
N 9	2	10/21/12	10/21/12	Fox 2 News Sunday Morning	8A-830A		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S				1	\$600.00	2.80			
N 10	2	10/19/12	10/19/12	M-F 9a-10a	9A-930A		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--				1	\$550.00	3.00			
N 11	2	10/22/12	10/22/12	M-F 9a-10a	9A-930A		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1	\$550.00	3.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u>	<u>Alt Order #</u>
581791 /	09837449

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/18/12 - 10/25/12	NRCC IE 2012	3314

<u>Advertiser</u>	<u>Original Date / Revision</u>
National Republican Cong	10/08/12 / 10/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 12	2	10/24/12	10/24/12	M-F 9a-10a	9A-930A		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----				1	\$550.00	3.00			
N 13	2	10/19/12	10/19/12	M-F 430p-5p	430p-5p		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--				1	\$700.00	0.00			
N 14	2	10/23/12	10/23/12	M-F 430p-5p	430p-5p		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$700.00	3.50			
N 15	2	10/25/12	10/25/12	M-F 430p-5p	430p-5p		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1	\$700.00	3.50			
N 16	2	10/21/12	10/21/12	Su 5p-530p	5p-530p		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S				1	\$1,200.00	0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	2	10/15/12-10/21/12	Su 5p-530p	5p-530p	-----Su	:30		\$1,200.00	0.00	NM		
	See MG 16.2												
	2	2	10/18/12-10/18/12	Fox 2 News Edge Delayed	1030P-1105P	----Th-----	:30		\$1,200.00	0.00	NM		
	Ⓜ MG for 16.1 10/21												
N 17	2	10/21/12	10/21/12	Su 530-6p	530p-6p		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S				1	\$1,200.00	5.10			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	2	10/15/12-10/21/12	Su 530-6p	530p-6p	-----Su	:30		\$1,200.00	5.10	NM		
	See MG 17.2												
	2	2	10/19/12-10/19/12	Fox 2 News Edge Delayed	1030P-1105P	-----F-----	:30		\$1,200.00	5.10	NM		
	Ⓜ MG for 17.1 10/21												
N 18	2	10/24/12	10/24/12	MLB World Series on FOX	6p-CC		:30				NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----				1	\$6,000.00	9.80			
N 19	2	10/21/12	10/21/12	St Louis Rams	12P-315P		:30				NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S				1	\$18,000.00	28.00			
N 20	2	10/23/12	10/23/12	M-F 9p-10p	9P-930P		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$2,000.00	5.20			
N 21	2	10/20/12	10/20/12	9p News Delayed	10P-1030P		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$1,200.00	3.70			
Totals												21	\$43,950.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/25/12	21	\$43,950.00	\$37,357.50
Totals	21	\$43,950.00	\$37,357.50

Signature: _____ **Date:** _____

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